

AMENDMENTS TO THE CLAIMS:

The following listing will replace all prior versions of the claims in the application:

1. (original) A customizable computerized system for providing access to specified Internet websites and comparable alternative websites utilizing telephone numbers as search queries, comprising:

means for receiving a system user search query for a specified Internet website in the form of a telephone number corresponding to said website;

means for processing said user search query to provide access to said specified Internet website in response to said query; and

means for providing access to additional Internet websites that are comparable alternatives to said specified Internet website, said additional Internet websites being selected based on customizable criteria.

2. (original) The system of Claim 1, further comprising means for processing changes to Internet website addresses such that access to said websites is provided in response to user queries using either a prior address or a changed address.

3. (original) The system of Claim 1, further comprising means for displaying to users content from said Internet websites in a standardized format.

4. (original) The system of Claim 1, wherein said customizable criteria are provided by electronic communication from said user.

5. (original) The system of Claim 1, wherein said customizable criteria are preprogrammed into said system.

6. (original) The system of Claim 1, wherein said means for providing access to additional Internet websites that are comparable alternatives to said specified Internet website

based on customizable criteria comprises one or more databases containing data regarding characteristics of a plurality of Internet websites and one or more software applications that select said additional websites based on comparison of data pertaining to said specified website and data pertaining to said additional websites.

7. (original) The system of Claim 6, wherein said one or more software applications select additional websites based on comparison of information regarding the geographic location of the proprietors of the websites being compared.

8. (original) The system of Claim 6, wherein said one or more software applications select additional websites based on comparison of information regarding the products or services offered by the websites being compared.

9. (original) The system of Claim 6, wherein said one or more software applications select additional websites based on comparison of information regarding the prices for products or services offered by the websites being compared.

10. (original) The system of Claim 6, wherein said one or more software applications select additional websites based on comparison of information regarding the type of content provided by the websites being compared.

11. (original) The system of Claim 6, wherein said one or more software applications select additional websites based on comparison of information regarding the date of publication of content provided by the websites being compared.

12. (original) The system of Claim 1, further comprising means for receiving a system user search query for a specified electronic mail recipient in the form of a telephone number corresponding to said recipient;

means for processing said user search query to provide information pertaining to said recipient; and

means for sending electronic mail to said recipient.

13. (original) The system of Claim 12, wherein said means for sending electronic mail to said recipient further comprises means for sending said electronic mail to multiple alternate electronic mail addresses corresponding to said recipient, said alternate electronic mail addresses being selected based on customizable criteria.

14. (original) A method for providing access to specified Internet websites and comparable alternative websites utilizing telephone numbers as search queries, comprising the following steps:

receiving a system user search query for a specified Internet website in the form of a telephone number corresponding to said website;

processing said user search query to provide access to said specified Internet website in response to said query;

selecting additional Internet websites that are comparable alternatives to said specified Internet website based on customizable criteria; and

providing access to said additional Internet websites.

15. (original) A customizable computerized system for providing access to specified Internet websites and comparable alternative websites, comprising:

means for receiving a system user search query for a specified Internet website;

means for processing said user search query to provide access to said specified Internet website in response to said query; and

means for providing access to additional Internet websites that are comparable alternatives to said specified Internet website, said additional Internet websites being selected based on customizable criteria.

16. (original) The system of Claim 15, wherein search user query is in the form of a Domain Name.

17. (original) The system of Claim 15, further comprising means for processing changes to Internet website addresses such that access to said websites is provided in response to user queries using either a prior address or a changed address.

18. (original) The system of Claim 15, further comprising means for displaying to users content from said Internet websites in a standardized format.

19. (original) The system of Claim 15, wherein said customizable criteria are provided by electronic communication from said user.

20. (original) The system of Claim 15, wherein said customizable criteria are preprogrammed into said system.

21. (original) The system of Claim 15, wherein said means for providing access to additional Internet websites that are comparable alternatives to said specified Internet website based on customizable criteria comprises one or more databases containing data regarding characteristics of a plurality of Internet websites and one or more software applications that select said additional websites based on comparison of data pertaining to said specified website and data pertaining to said additional websites.

22. (original) The system of Claim 21, wherein said one or more software applications select additional websites based on comparison of information regarding the geographic location of the proprietors of the websites being compared.

23. (original) The system of Claim 21, wherein said one or more software applications select additional websites based on comparison of information regarding the products or services offered by the websites being compared.

24. (original) The system of Claim 21, wherein said one or more software applications select additional websites based on comparison of information regarding the prices for products or services offered by the websites being compared.

25. (original) The system of Claim 21, wherein said one or more software applications select additional websites based on comparison of information regarding the type of content provided by the websites being compared.

26. (original) The system of Claim 21, wherein said one or more software applications select additional websites based on comparison of information regarding the date of publication of content provided by the websites being compared.

27. (new) An advertising method utilizing the system of Claim 1, comprising the following steps:

Including at least one website address and corresponding telephone number for each available merchant in said system's searchable data free of charge to said merchant, for retrieval by system users in response to a user query for said merchant; and

including said merchants' information in system search results for user queries for comparable merchants free of charge to said merchants.

28. (new) An advertising method utilizing the system of Claim 1, comprising the following steps:

Including at least one website address and corresponding telephone number for each available merchant in said system's searchable data free of charge to said merchant, for retrieval by system users in response to a user query for said merchant; and

including enhanced information with respect to a merchant in system search results for user queries for said merchant in exchange for payment of consideration therefor by said merchant.

29. (new) The advertising method of Claim 27, further comprising the step of including enhanced information with respect to a merchant in system search results for user queries for said merchant in exchange for payment of consideration therefor by said merchant.

30. (new) The method of Claim 27, wherein said enhanced merchant information comprises one or more additional website addresses for said merchant.

31. (new) The method of Claim 28, wherein said enhanced merchant information comprises one or more additional website addresses for said merchant.

32. (new) The method of Claim 29, wherein said enhanced merchant information comprises one or more additional website addresses for said merchant.

33. (new) The method of Claim 27, wherein said enhanced merchant information comprises one or more additional telephone numbers for said merchant.

34. (new) The method of Claim 28, wherein said enhanced merchant information comprises one or more additional telephone numbers for said merchant.

35. (new) The method of Claim 29, wherein said enhanced merchant information comprises one or more additional telephone numbers for said merchant.

36. (new) The method of Claim 27, wherein said enhanced merchant information comprises providing said information in emphasized form.

37. (new) The method of Claim 28, wherein said enhanced merchant information comprises providing said information in emphasized form.

38. (new) The method of Claim 29, wherein said enhanced merchant information comprises providing said information in emphasized form.

39. (new) An advertising method utilizing the system of Claim 1, comprising the following steps:

Including at least one website address and corresponding telephone number for each available merchant in said system's searchable data free of charge to said merchant, for retrieval by system users in response to a user query for said merchant; and

including enhanced information with respect to a merchant in system search results for user queries for comparable merchants in exchange for payment of consideration therefor by said merchant.

40. (new) The advertising method of Claim 39, further comprising the step of including said merchant's information in system search results for user queries for comparable merchants free of charge to said merchants.

41. (new) The advertising method of Claim 39, further comprising the step of including enhanced information with respect to a merchant in system search results for user queries for said merchant in exchange for payment of consideration therefor by said merchant.

42. (new) The method of Claim 39, wherein said enhanced information comprises one or more additional website addresses for said merchant.

43. (new) The method of Claim 40, wherein said enhanced information comprises one or more additional website addresses for said merchant.

44. (new) The method of Claim 41, wherein said enhanced information comprises one or more additional website addresses for said merchant.

45. (new) The method of Claim 39, wherein said enhanced information comprises one or more additional telephone numbers for said merchant.

46. (new) The method of Claim 40, wherein said enhanced information comprises one or more additional telephone numbers for said merchant.

47. (new) The method of Claim 41, wherein said enhanced information comprises one or more additional telephone numbers for said merchant.

48. (new) The method of Claim 39, wherein said enhanced information comprises providing said information in emphasized form.

49. (new) The method of Claim 40, wherein said enhanced information comprises providing said information in emphasized form.

50. (new) The method of Claim 41, wherein said enhanced information comprises providing said information in emphasized form.

51. (new) An advertising method utilizing the system of Claim 1, comprising the following steps:

Including at least one website address and corresponding telephone number for each available merchant in said system's searchable data free of charge to said merchant, for retrieval by system users in response to a user query for said merchant;

including said merchant's information in system search results for user queries for comparable merchants free of charge to said merchants;

including enhanced information with respect to a merchant in system search results for user queries for said merchant in exchange for payment of consideration therefor by said merchant; and

including enhanced information with respect to a merchant in system search results for user queries for comparable merchants in exchange for payment of consideration therefor by said merchant.

52. (new) The method of Claim 51, wherein said enhanced information comprises one or more additional website addresses for said merchant.

53. (new) The method of Claim 51, wherein said enhanced information comprises one or more additional telephone numbers for said merchant.

54. (new) The method of Claim 51, wherein said enhanced information comprises providing said information in emphasized form.

55. (new) An advertising method utilizing the system of Claim 15, comprising the following steps:

Including at least one website address and corresponding telephone number for each available merchant in said system's searchable data free of charge to said merchant, for retrieval by system users in response to a user query for said merchant; and

including said merchants' information in system search results for user queries for comparable merchants free of charge to said merchants.

56. (new) An advertising method utilizing the system of Claim 15, comprising the following steps:

Including at least one website address and corresponding telephone number for each available merchant in said system's searchable data free of charge to said merchant, for retrieval by system users in response to a user query for said merchant; and

including enhanced information with respect to a merchant in system search results for user queries for said merchant in exchange for payment of consideration therefor by said merchant.

57. (new) The method of Claim 55, further comprising the step of including enhanced information with respect to a merchant in system search results for user queries for said merchant in exchange for payment of consideration therefor by said merchant.

58. (new) The method of Claim 55, further comprising the step of including enhanced information with respect to a merchant in system search results for user queries for comparable merchants in exchange for payment of consideration therefor by said merchant.

59. (new) The method of Claim 56, further comprising the step of including enhanced information with respect to a merchant in system search results for queries for comparable merchants in exchange for payment of consideration therefor by said merchant.

60. (new) An advertising method utilizing the system of Claim 15, comprising the following steps:

Including at least one website address and corresponding telephone number for each available merchant in said system's searchable data free of charge to said merchant, for retrieval by system users in response to a user query for said merchant;

including said merchant's information in system search results for user queries for comparable merchants free of charge to said merchants;

including enhanced information with respect to a merchant in system search results for user queries for said merchant in exchange for payment of consideration therefor by said merchant; and

including enhanced information with respect to a merchant in system search results for user queries for comparable merchants in exchange for payment of consideration therefor by said merchant.

61. (new) The method of Claim 56, wherein said enhanced merchant information comprises one or more additional website addresses for said merchant.

62. (new) The method of Claim 57, wherein said enhanced merchant information comprises one or more additional website addresses for said merchant.

63. (new) The method of Claim 58, wherein said enhanced merchant information comprises one or more additional website addresses for said merchant.

64. (new) The method of Claim 59, wherein said enhanced merchant information comprises one or more additional website addresses for said merchant.

65. (new) The method of Claim 60, wherein said enhanced merchant information comprises one or more additional website addresses for said merchant.

66. (new) The method of Claim 56, wherein said enhanced merchant information comprises one or more additional telephone numbers for said merchant.

67. (new) The method of Claim 57, wherein said enhanced merchant information comprises one or more additional telephone numbers for said merchant.

68. (new) The method of Claim 58, wherein said enhanced merchant information comprises one or more additional telephone numbers for said merchant.

69. (new) The method of Claim 59, wherein said enhanced merchant information comprises one or more additional telephone numbers for said merchant.

70. (new) The method of Claim 60, wherein said enhanced merchant information comprises one or more additional telephone numbers for said merchant.

71. (new) The method of Claim 56, wherein said enhanced merchant information comprises providing said information in emphasized form.

72. (new) The method of Claim 57, wherein said enhanced merchant information comprises providing said information in emphasized form.

73. (new) The method of Claim 58, wherein said enhanced merchant information comprises providing said information in emphasized form.

74. (new) The method of Claim 59, wherein said enhanced merchant information comprises providing said information in emphasized form.

75. (new) The method of Claim 60, wherein said enhanced merchant information comprises providing said information in emphasized form.

76. (new) An advertising method utilizing the method of Claim 14, comprising the following additional steps:

Including at least one website address and corresponding telephone number for each available merchant in said system's searchable data free of charge to said merchant, for retrieval by system users in response to a user query for said merchant; and

Including merchants' information in system search results for user queries for comparable websites free of charge to said merchants.

77. (new) An advertising method utilizing the system of Claim 14, comprising the following additional steps:

Including at least one website address and corresponding telephone number for each available merchant in said system's searchable data free of charge to said merchant, for retrieval by system users in response to a user query for said merchant; and

Including enhanced information with respect to a merchant in system search results for user queries for said merchant or other similar merchants in exchange for payment of consideration therefor by said merchant.

78. (new) The method of Claim 77, wherein said enhanced merchant information comprises one or more additional website addresses for said merchant.

79. (new) The method of Claim 77, wherein said enhanced merchant information comprises one or more additional telephone numbers for said merchant.

80. (new) The method of Claim 77, wherein said enhanced merchant information comprises providing said information in emphasized form.